

**PROMPT WO-060**

Adapt Content for Different Audiences

Purpose

Use this prompt to transform existing content so it connects effectively with different audiences. It helps adjust language, tone, complexity, examples, and messaging while keeping the original purpose and key information intact.

DIFFICULTY **Intermediate****TIME SAVED** **20–45 min****BEST FOR****Content Strategy**

Best AI Tools

- ChatGPT
- Claude
- Microsoft Copilot
- Google Gemini



Copy & Paste Prompt

You are an experienced communications specialist and content strategist.

Adapt the content below for a different audience.

Original Content:

[Paste content]

Original Audience:

[Describe the current audience]

New Target Audience:

[Describe the new audience]

Purpose of the Content:

[Inform, educate, persuade, sell, explain, etc.]

Key Message to Maintain:

[Explain the main point that must remain]



Preferred Format:

[Email, article, social media post, presentation, website copy, report, etc.]

Desired Tone:

[Professional, friendly, simple, persuasive, technical, conversational]

Please:

- Rewrite the content for the new audience.
- Adjust the language and tone appropriately.
- Simplify or increase technical detail where needed.
- Use examples that are relevant to the audience.
- Maintain the original meaning and purpose.
- Improve engagement and readability.
- Ensure the message feels personalised and relevant.
- Suggest any additional changes that would improve effectiveness.

Return only the adapted version of the content.



Example

INPUT

Original Content: AI can improve operational efficiency by automating repetitive processes and analysing large amounts of data.

Original Audience: Technology professionals.

New Audience: Small business owners.

Purpose: Educate.

Tone: Simple and friendly.

EXPECTED OUTPUT

How AI Can Help Your Small Business Save Time

Running a business means managing lots of everyday tasks, from answering customer questions to organising information and creating reports.

AI can help by taking care of repetitive tasks, helping you find information faster, and giving you more time to focus on growing your business.

You don't need to be a technology expert to start using AI. Simple tools can help you work smarter by making everyday jobs easier and more efficient.



 **Builder's Tip:** *The same message does not work for every audience. A customer, employee, manager, and technical expert may all need different explanations. Good communication means asking: Who am I speaking to? What do they need to know? How do they prefer to receive information?*

Related Prompts

- WO-051 – Write a Professional Blog Post
- WO-052 – Rewrite and Improve Text
- WO-054 – Write Website Copy
- WO-057 – Create a Newsletter

Tags

COMMUNICATION

CONTENT
STRATEGY

MARKETING

WRITING

AUDIENCE
RESEARCH